GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4073
ANSWERED ON:18.04.2002
LOSS INCURRED BY DD NEWS CHANNEL
RAVINDRA KUMAR PANDEY

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the News Channel of Doordarshan which was introduced to compete withprivate channels had to be closed within a two years causing a loss to the tune of Rs.93 crore;

(b) if so, the details thereof and the reasons therefor;

(c) whether the Government have scrutinised the loss incurred by the DD News Channel and fix responsibilities in this regard; and

(d) if so, the details thereof and the action taken against the guilty officials?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a), (b), (c) & (d): Prasar Bharati has intimated that the News Channel was introduced inAugust, 1999 and closed in January, 2002. The objective was to expand the Doordarshan network to disseminate information news and current affairs programmes to a larger audience.

As a part of its restructuring exercise, Prasar Bharaticlosed down DD News andCurrent Affairs Channel due to its high cost and low visibility. DD-National Channel,which has an extensive reach, now carries more programmes on news and current affairs, to fulfil the mandate of public service broadcasting more effectively.

An amount of Rs.94.2 crore was allocated to the channel during its two and halfyear existence, for programming and other exigencies, which cannot be construed as a loss.